



GRAPHICS COMMISSION APPLICATION

City of Columbus, Ohio • Department of Building & Zoning Services

757 Carolyn Avenue, Columbus, Ohio 43224 • Phone: 614-645-7433 • www.columbus.gov

OFFICE USE ONLY

Application Number: # 13320-00224

Date Received: _____

Commission/Civic: _____

Existing Zoning: _____

Application Accepted by: _____

Fee: _____

Comments: _____

TYPE(S) OF ACTION REQUESTED

(Check all that apply)

☐ Variance

☒ Graphics Plan

☒ Special Permit

☐ Miscellaneous Graphic

Indicate what the proposal is and list applicable code sections. State what it is you are requesting.

Describe amend application no. 13320-00224 to update signage design and locations

LOCATION

1. Certified Address Number and Street Name 3940 Stelzer Road

City Columbus

State OH

Zip 43219

Parcel Number (only one required) 010-147168

APPLICANT

2. Name Easton Gateway LLC

3. Address 4016 Townsfair Way, Suite 201 City/State Columbus, OH Zip 43219

4. Phone # 614-414-7300

Fax # _____

Email _____

PROPERTY OWNER(S)

2. Name Same as applicant

3. Address _____ City/State _____ Zip _____

4. Phone # _____ Fax # _____ Email _____

☐ Check here if listing additional property owners on a separate page.

ATTORNEY / AGENT (CIRCLE ONE)

8. Name Jeffrey L. Brown Smith & Hale LLC

9. Address 37 W. Broad St., Ste. 460 City/State Columbus, OH Zip 43215

10. Phone # 221-4255 Fax # 221-4409 Email jlbrown@smithandhale.com

SIGNATURES

11. Applicant Signature Easton Gateway LLC By: [Signature]

12. Property Owner Signature Easton Gateway LLC By: [Signature]

13. Attorney / Agent Signature [Signature]

14320-00287
3940 STELZER ROAD



CITY OF COLUMBUS

DEPARTMENT OF BUILDING AND ZONING SERVICES

One Stop Shop Zoning Report Date: Thu May 29 2014

General Zoning Inquiries: 614-645-8637

SITE INFORMATION

Address: 3886 STELZER RD COLUMBUS, OH

Mailing Address: PO BOX 16000

COLUMBUS, OH 43216

Owner: COSTCO WHOLESALE CORP

Parcel Number: 010147204

ZONING INFORMATION

Zoning: Z11-021, Commercial, CPD

effective 1/4/2012, Height District H-110

Board of Zoning Adjustment (BZA): N/A

Commercial Overlay: N/A

Graphic Commission: 13320-00224

Area Commission: Northeast Area Commission

Planning Overlay: N/A

Historic District: N/A

Historic Site: No

Council Variance: N/A

Flood Zone: OUT

Airport Overlay Environs: N/A

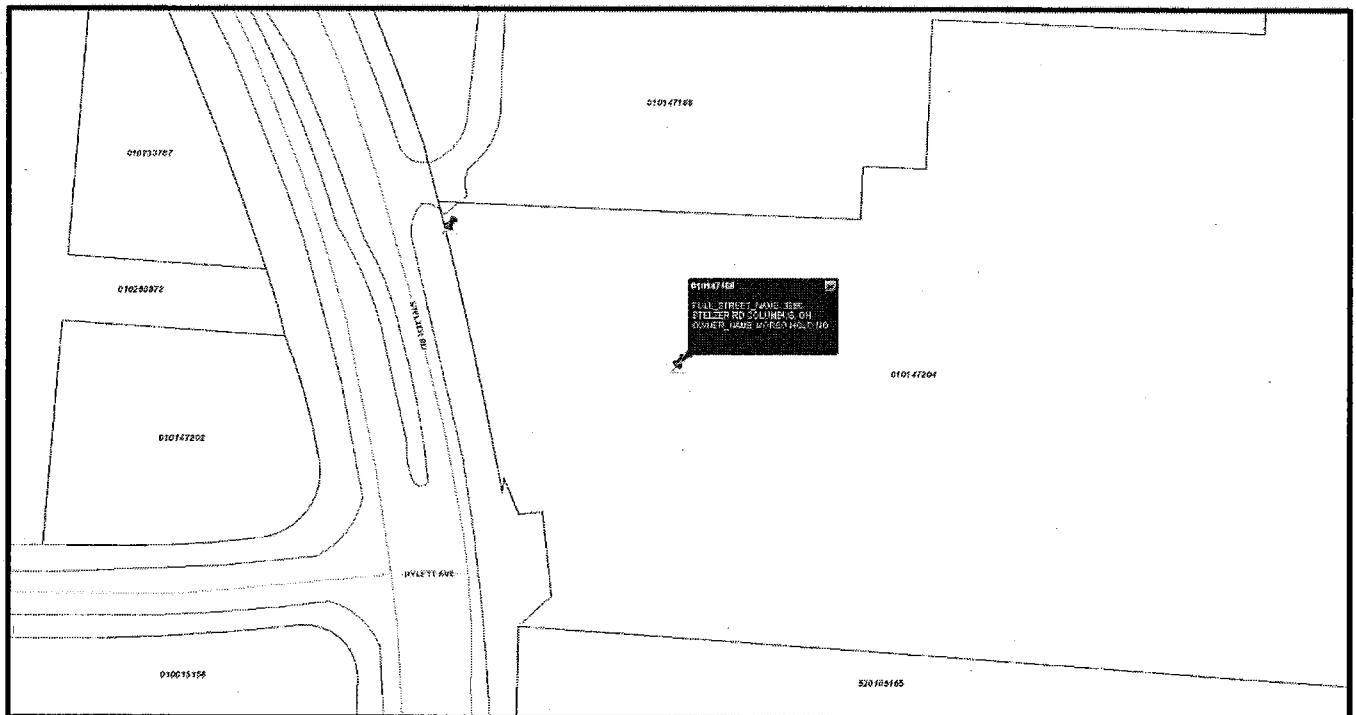
PENDING ZONING ACTION

Zoning: N/A

Board of Zoning Adjustment (BZA): N/A

Council Variance: N/A

Graphic Commission: N/A





(M) = Item required for Miscellaneous Graphics Commission action, including banners.

GRAPHICS COMMISSION APPLICATION

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AFFIDAVIT

(See next page for instructions)

APPLICATION # _____

STATE OF OHIO
COUNTY OF FRANKLIN

14320-00287
3940 STELZER ROAD

Being first duly cautioned and sworn (1) NAME Jeffrey L Brown - Smith & Hale LLC

of (1) MAILING ADDRESS 37 W. Broad St., Ste. 460, Columbus, OH 43215

deposed and states that (he/she) is the applicant, agent, or duly authorized attorney for same and the following is a list of the name(s) and mailing address(es) of all the owners of record of the property located at

(2) per CERTIFIED ADDRESS FOR PROPERTY 3940 Stelzer Road

for which the application for a rezoning, variance, special permit or graphics plan was filed with the Department of Building and Zoning Services, on (3) _____

(THIS LINE TO BE FILLED OUT BY CITY STAFF)

SUBJECT PROPERTY OWNERS NAME
AND MAILING ADDRESS

(4) Easton Gateway LLC
4016 Townsfair Way, Suite 201
Columbus, OH 43219

APPLICANT'S NAME AND PHONE #
(same as listed on front of application)

Easton Gateway LLC
614-414-7300

AREA COMMISSION OR CIVIC GROUP
AREA COMMISSION ZONING CHAIR OR
CONTACT PERSON AND ADDRESS

(5) Northland Area Commission
Mrs. Alice Porter
3130 McCutcheon Place
Columbus, OH 43219

and that the following is a list of the names and complete mailing addresses, including zip codes, as shown on the County Auditor's Current Tax List or the County Treasurer's Mailing List, of all the owners of record of property within 125 feet of the exterior boundaries of the property for which the application was filed, and all of the owners of any property within 125 feet of the applicant's or owner's property in the event the applicant or the property owner owns the property contiguous to the subject property:

(6) PROPERTY OWNER(S) NAME (6A) ADDRESS OF PROPERTY (6B) PROPERTY OWNER(S) MAILING ADDRESS

☐ (7) Check here if listing additional property owners on a separate page.

SIGNATURE OF AFFIANT

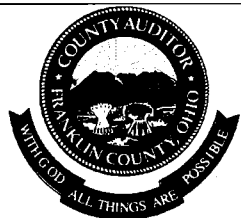
Subscribed to me in my presence and before me this 2nd day of May, in the year 2014

SIGNATURE OF NOTARY PUBLIC

My Commission Expires:



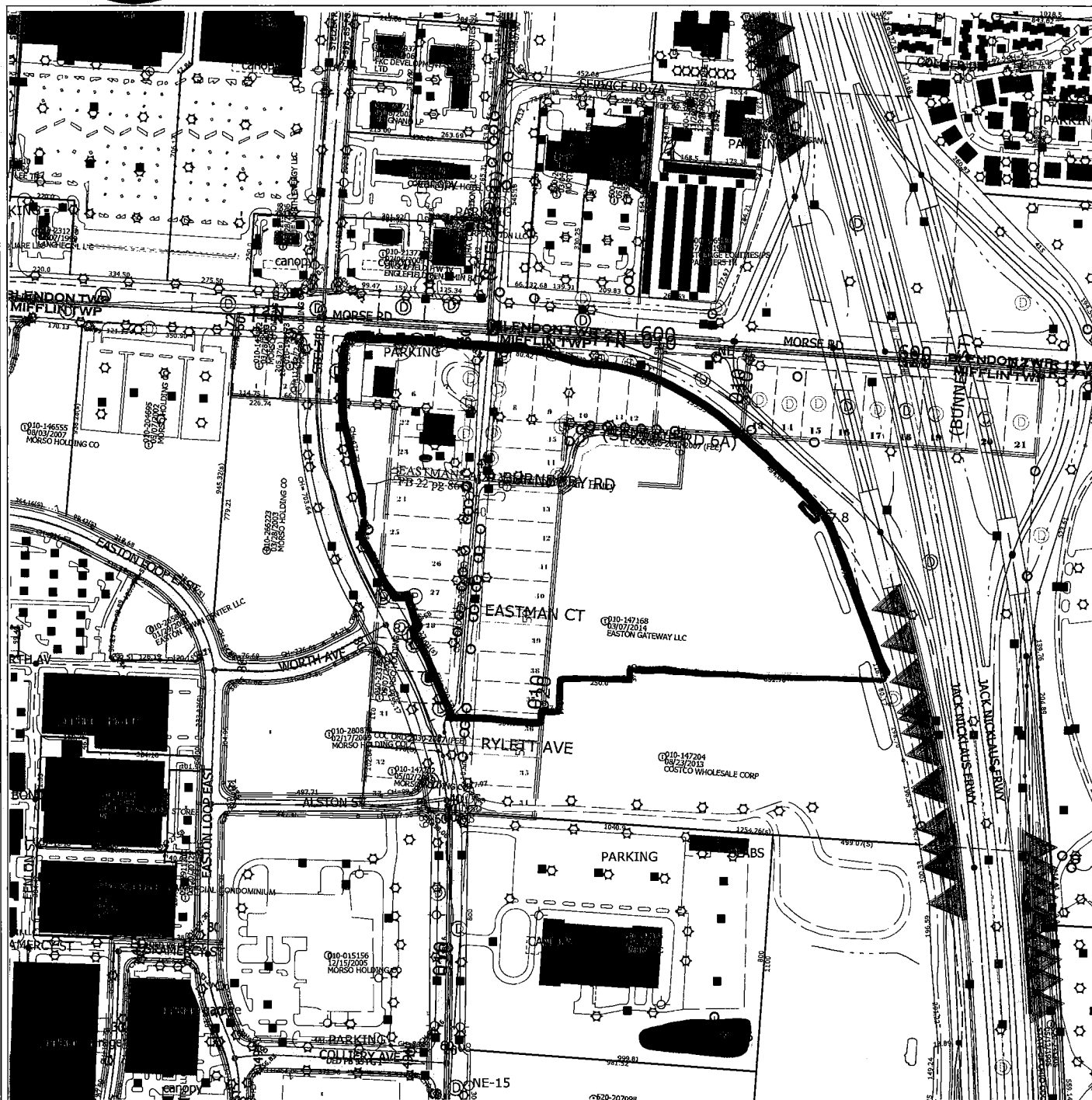
Natalie C. Timmons
Notary Public, State of Ohio
My Commission Expires 09-04-2015



CLARENCE E MINGO II FRANKLIN COUNTY AUDITOR

MAP ID: dlh

DATE: 5/5/14



Disclaimer

Scale = 500

Grid
North

This map is prepared for the real property inventory within this county survey plats, and other public records and data. Users of this map information sources should be consulted for verification of the information. The county and the mapping companies assume no legal responsibility. Please notify the Franklin County GIS Division of any discrepancies.

14320-00287
3940 STELZER ROAD

Real Estate / GIS Department

Graphics Plan for Easton Gateway

In July 2013 the Graphics Commission approved Application No. 13320-00224 which established a Graphics Plan for the next portion of the Easton development. As part of the ongoing design process with this development, the design of the main identification signs have been revised, (one sign has been relocated) and the number of monument signs along Stelzer Road has been reduced. The Costco site is not part of this revised application.

When Easton was developed, a series of Graphics Plans were approved by the Northeast Area Commission and the City Graphics Commission addressing signage issues for the overall Easton development. The next phase of the Easton development is the Easton Gateway development which is located at the southeast corner of Morse Road and Stelzer Road. This Graphics Plan addresses the sign needs for this new part of the overall Easton development.

I. Outparcels along Stelzer Road and Morse Road

An outlot may share a freestanding sign with another outlot user or may have its own free standing sign. The design of the single tenant or double tenant sign is shown on attached Exhibits B1 and B2. These signs may contain automatic changeable copy (LED panels) or tenant panels. The automatic changeable copy (LED panel) shall remain static for a minimum of seven seconds. The display shall not scroll or flash.

The setback for the freestanding sign shall be a minimum of zero due to the landscaping that is proposed along the public street frontage.

These freestanding signs may have an off premise sign panel due to the location of the sign and the way that the tax parcels are created for the outparcels. The off premise sign panel user would not have its own freestanding sign on its tax parcel.

The elevations of a outparcel building shall be permitted signage in accordance with the formula outlined in Section IV(1) of the Gateway Graphics Plan as outlined below and shall be subject to the requirements of items (2), (3), (6) and (8) of Section IV of said Graphics Plan.

Outparcel shall be defined a tax parcel or development site which is less than two acres in size.

All other signage shall comply with the Graphics Code as it applies to the C-4, Commercial District or a variance request shall be submitted to the Graphics Commission for its consideration.

II. Identification Signs

The submitted site plan (exhibit D) shows the location of three identification signs for the overall Easton Gateway development. The design of the signs is shown on attached Exhibits A, and C. Due to the division of tax parcel, these signs may have off premise tenant panels. Any tenant within the Easton Gateway development may be listed on one or more of the identification

signs. These signs may contain automatic changeable copy (LED panels), tenant panels or a combination of both. The automatic changeable copy (LED panel) shall remain static for a minimum of seven seconds. The display shall not scroll or flash. Any tenant within the Easton Town Center may be listed on the sign shown on Exhibit A.

III. Wallscape Locations

The possible locations of the wallscapes are shown on the submitted site plan (Exhibit H). No wallscape sign shall be directed toward Morse Road to the north, Stelzer Road to the west or I-270 to the east.

Text elements will be limited to no more than 15% of the total area of each wallscape sign.

The 3-D elements may be part of any wallscape sign, in addition to the permitted wallscape sign area or a combination thereof. The 3-D elements may exceed the permitted wallscape sign square footage by up to 25% of the original permitted square footage for that wallscape sign.

Within 30 days after a sign lease has ended, that wallscape sign location area will be either restored to its original condition or replaced with a new wallscape sign.

None of these wallscape sign locations shall promote price driven copy, beer, wine or any other type of alcoholic beverages.

IV. Easton Gateway

The total graphic area for each tenant within the Easton Gateway development shall comply with the following conditions:

1. The amount of graphic area for an individual tenant is determined by the calculation described below:

Linear Feet of Façade	Retail	Restaurant	Anchor tenant larger than 30,000 SF
0-15 ft.	20 SF	30 SF	N/A
16 ft. – 30 ft.	48 SF	60 SF	N/A
31 ft. – 60 ft.	88 SF	120 SF	N/A
Over 60 ft.	Add 1.5 SF / L.F. Façade	Add 1.75 SF / L.F. Façade	3 SF / L.F. Façade

Office: SF of Tenant	Office
0 - 3, 000 SF	30 SF
3,001 – 15,000 SF	40 SF
Over 15,000 SF	50 SF

Said graphic area may be divided into wall, blade and/or projecting signage per the needs of the individual tenant. The tenant may have multiple signs per elevation so long as the aggregate square footage does not exceed the permitted amount of graphic area. These sign(s) may appear on any tenant elevation. Second story and above tenants may display their signature on any part of any building elevation of the building where that tenant is located.

2. Signs on awnings, canopies and window signage are allowed for each tenant. Said signage areas shall not count against the permitted graphics area for each tenant.

3. Mural locations. Easton Gateway may create mural locations within the Easton Gateway Development. These locations may not advertise a specific product or user. These murals may be painted on the building elevation or a material containing the mural may be applied to the building elevation. Examples of this type of mural are attached as Exhibits E2, E3 and E4.

If an individual tenant wants to use a wallscape to advertise its' business or products, that mural will be considered part of that tenant's graphic area. The tenant may exceed its square footage allowance as calculated in item 1 above by 25% if that additional square footage is used for a wallscape.

4. Parking Garages may have up to 800 sq. ft. of graphic area. Said graphic area which may advertise the parking garage or the Easton Gateway development may be divided into wall, blade and/or projecting signs per the needs of the owner/developer of Easton Gateway. Individual retail, restaurant or office tenants which are located within the parking garage structure may have their own graphic area as determined by the calculation in item 1. Said individual tenant graphics shall not count against the 800 sq. ft. of graphic area allowed for the parking garage.

5. The developer may continue its wayfinding / branding signage as shown on the submitted Exhibit F.

6. All roof top signage shall be reviewed by the Graphics Commission. A wall sign or a projecting sign may extend up to three feet above the roofline without further review by the Graphics Commission.

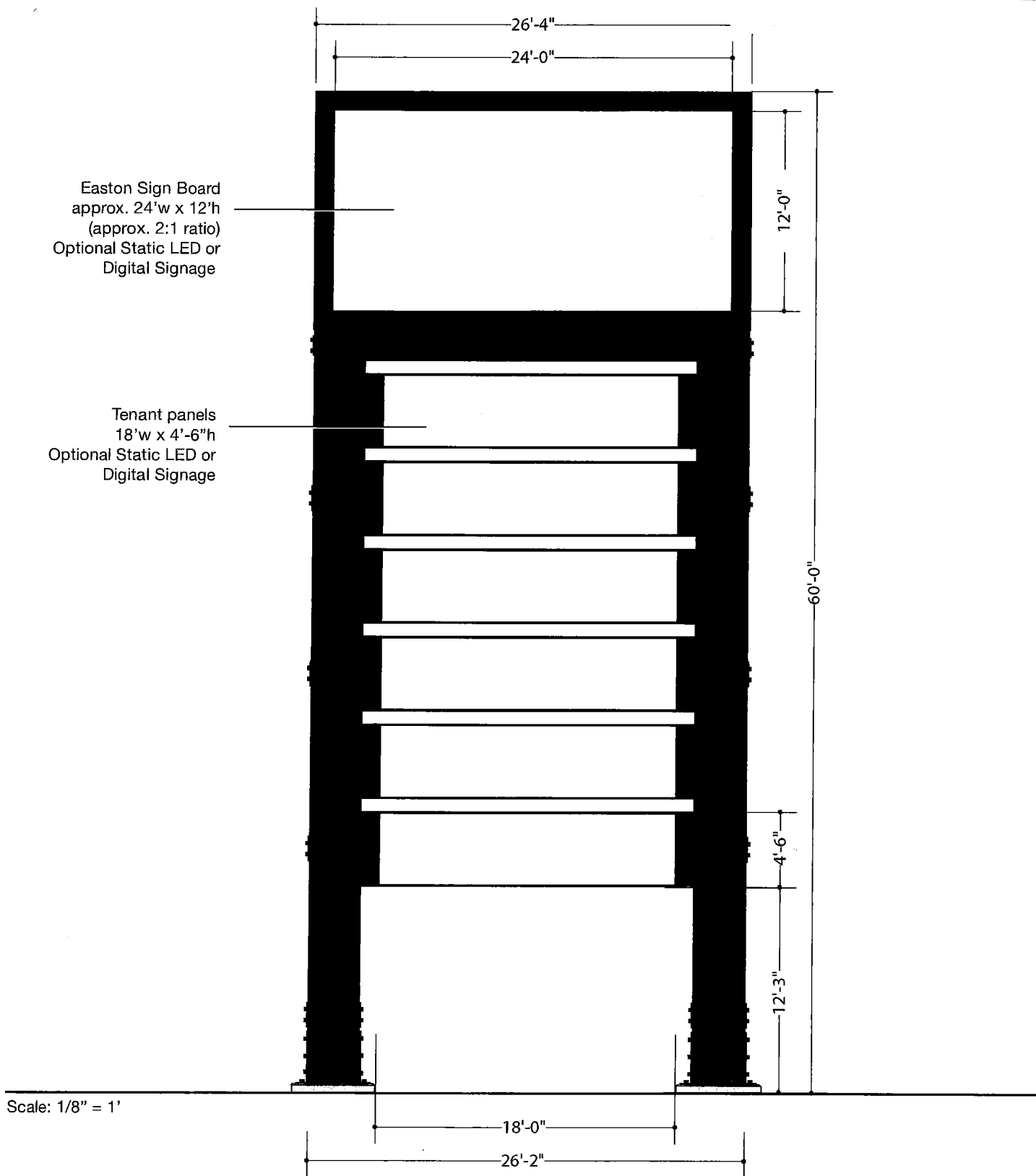
7. The restrictions in Section IV do not apply to the outparcels, identification signs and wallscape signs as described respectively in Sections I, II and III above unless otherwise noted.

8. Temporary construction signage may be installed at a minimum five foot setback. Maximum sign panel shall be 8 ft. by 16 ft. Temporary construction signage is limited to tenants which are 3,000 sq. ft. or larger in size. Temporary construction signage shall be removed once that tenant's location has opened or within one year of installation of said sign whichever occurs first. Examples of a temporary construction sign is attached as Exhibit G.

eastongateway-graphicsplan2014.docx (nct)
5/20/14 F:Docs

A

14320-00287
3940 STELZER ROAD



60 FT PYLON

EASTON.

Columbus, Ohio

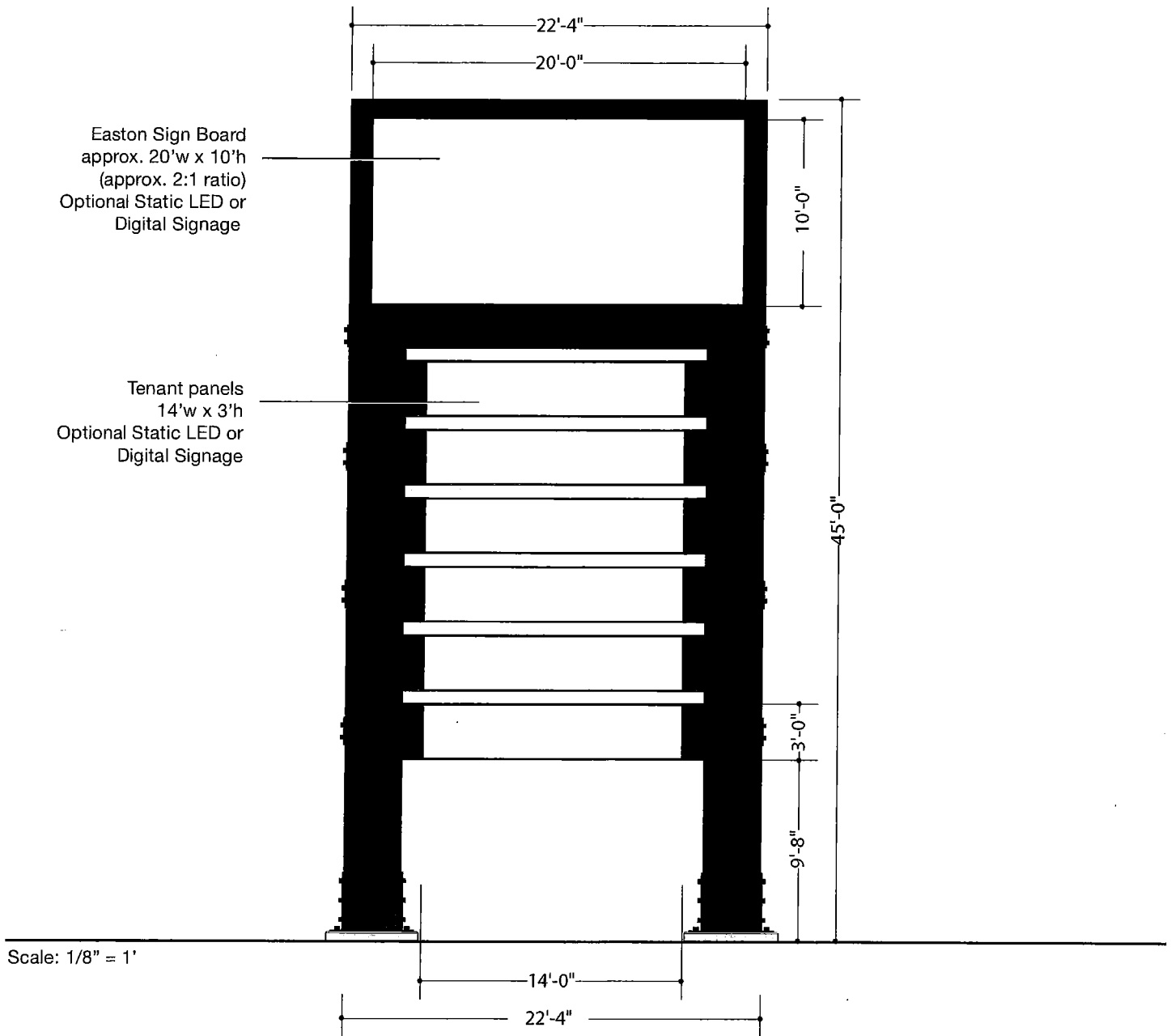
EASTON SIGNAGE CONCEPT DESIGN

KOLAR DESIGN

5.16.14

C

14320-00287
3940 STELZER ROAD



45 FT PYLON

EASTON.

Columbus, Ohio

EASTON SIGNAGE CONCEPT DESIGN

KOLAR DESIGN

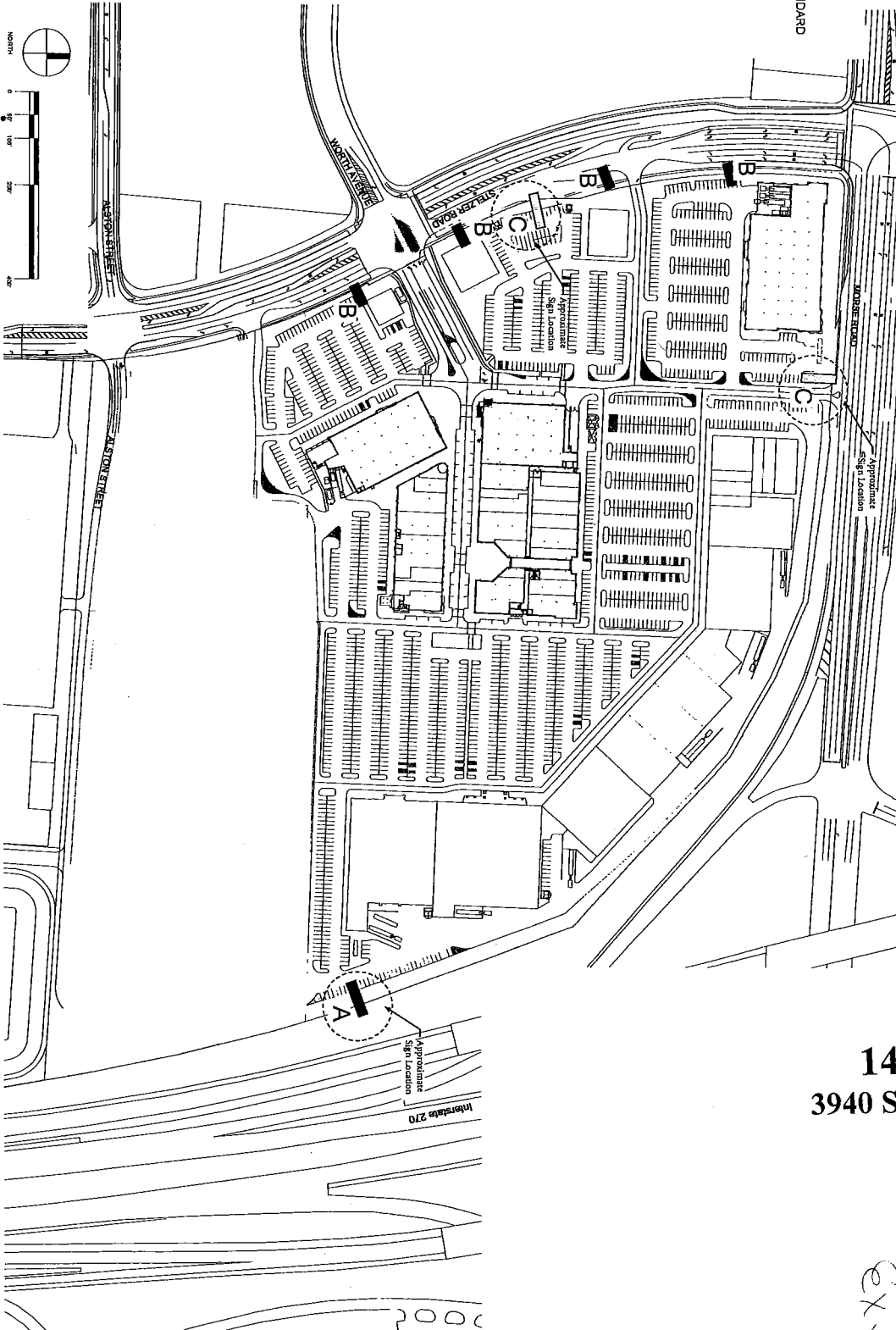
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Site Signage

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EXTD

- TYPE 'A' "GATEWAY STYLE"
60 PYLON SIGN
- TYPE 'B' SIMILAR TO EASTON STANDARD
8' OUTPARCEL SIGN
- TYPE 'C' "GATEWAY STYLE"
45' LOW MONUMENT SIGN



DORSKY + RUE INTERNATIONAL
ARCHITECTURE

EASTON TOWN CENTER-GATEWAY DISTRICT
Columbus, Ohio

PARTNERS

STERNER + ASSOCIATES

4000 Corporate Center
Suite 200
Columbus, Ohio 43219
Tel: 614.441.7100
Fax: 614.441.7111
www.sterner.com

THE GEORGETOWN COMPANY

2000 North
Highway 100, Suite 100
Columbus, Ohio 43240
Tel: 614.295.2525
Fax: 614.295.2526
www.georgetown.com

LIMITED BRAIDS

1000 North
Highway 100, Suite 100
Columbus, Ohio 43240
Tel: 614.295.2525
Fax: 614.295.2526
www.limitedbraids.com

Project: 14320-00287
Date: 11/11/2009
Scale: As Shown

